NSW NOW and NSW Government Branding Style Guide

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Accessing images and fonts

All images contained in this document are available from Strategic Communications, Department of Premier and Cabinet. Images are available in EPS, JPG and PNG formats.

Strategic Communications can also provide details of how to obtain the Gotham font.

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Please visit www.advertising.nsw.gov.au to ensure you have the latest version of the guide.

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Introduction

This guide has been produced to assist agencies in the proper and consistent use of the NSW NOW and NSW Government logos.

The NSW NOW logo was introduced in March 2013 as part of an awareness building campaign targeting potential investors in NSW from interstate and overseas. The campaign aims to attract new investment in NSW by showcasing our strengths and demonstrating our competitive position.

The NSW NOW logo should be the primary logo used by agencies to signify the NSW Government's involvement in any project, program, event and announcement that has the potential to drive economic growth and development.

The NSW Government logo represents the corporate identity of the NSW Government and is the primary corporate branding emblem for all NSW Government agencies and entities. This logo is inspired by the floral emblem of NSW, which has significance in Aboriginal history and was adopted as the state flower in 1962.

The primary uses of this logo are for corporate collateral, including stationery and signage for Government clusters and departments.

The NSW NOW Logo

The NSW NOW campaign aims to attract new investment in NSW by showcasing our strengths and demonstrating our competitive position. To be effective, NSW Government agencies need to professionally integrate the NSW NOW brand into all related creative and collateral.

Use of the NSW NOW logo is covered by Premier's Memorandum M2013-02 NSW NOW. It can be viewed at: **www.dpc.nsw.gov.au/announcements/ministerial_memoranda/2013/m2013-02_nsw_now**

The NSW NOW logo should be the primary logo used on all projects, programs and announcements that have the potential to drive economic growth and development, including:

1. Policies and programs that target economic growth and promote confidence in investing in NSW
2. Initiatives that aim to increase the awareness of interstate and overseas investors of the value of investing in NSW
3. Infrastructure projects
4. Major capital works
5. Any other initiative or announcement that aligns with or enhances the NSW NOW campaign message and brand.

See page 9 for examples of projects appropriate for NSW NOW branding.

Approved logo styles

It is understood that the logo is required to be flexible across a range of potential applications and to this end, versions have been provided with varying widths below. Where there is a choice, Style 1 is the preferred option.

Style 1: Single horizontal line

Style 2: Double horizontal line

Style 3: Triple horizontal line

Style 4: Vertical Stack

The logo has been designed for use in colour and in the proportions above. Other than increasing the size of the strapline font to ensure readability, the proportions must not be altered without prior approval from the Strategic Communications branch.

The logo must appear with the strap line 'The new state of business'. Similarly, the logo should appear in colour wherever possible.

Logo colour choice

The colour version of the NSW NOW logo is the preferred style. The logo must appear on a white or light background. Mono and reverse versions of the logo may only be used where colour reproduction is not available.

Logo colours

The colours of the NSW NOW logo match the blue and light red of the NSW Government logo. For colour breakdown in CMYK or RGB, see below.

Blue	RGB	CMYK
	R = 0 G = 38 B = 100	C = 100 M = 85 Y = 5 K = 20

Red	RGB	CMYK
	R = 198 G = 12 B = 48	C = 0 M = 100 Y = 75 K = 4

Design elements

Clear space

Clear space must be maintained around the logo which is no less than the height of the “N” in NSW contained in the namestyle of the logo. (See below).

Minimum size

The minimum size for reproduction of the logo is 10mm (28 pixels) in height for the horizontal versions, or 10mm in width for the portrait version.

Interaction with other logos

The NSW NOW logo is the primary logo used to signify Government involvement in a NSW NOW related project.

The use of the NSW NOW logo alongside the NSW Government corporate logo is not supported.

Where a government or agency logo is required, agencies should give priority to NSW NOW and move the agency logo to a secondary location.

Where a third party or government program logo (that is not a NSW Government corporate logo) is required, agencies should ensure that the NSW NOW logo has equal or greater prominence.

Where only one logo can be used to signify government involvement, the NSW NOW logo replaces the NSW Government corporate logo.

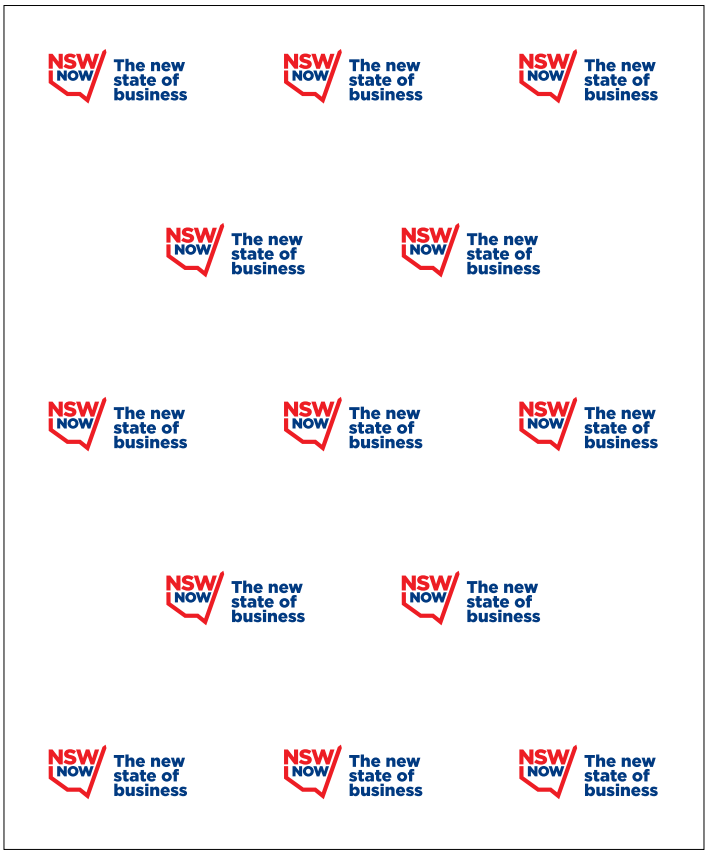
Advertising

Agencies should use the NSW NOW logo when advertising NSW NOW related activities. Wherever possible, the NSW NOW logo should appear in full colour and be integrated into the design of the advertisement.

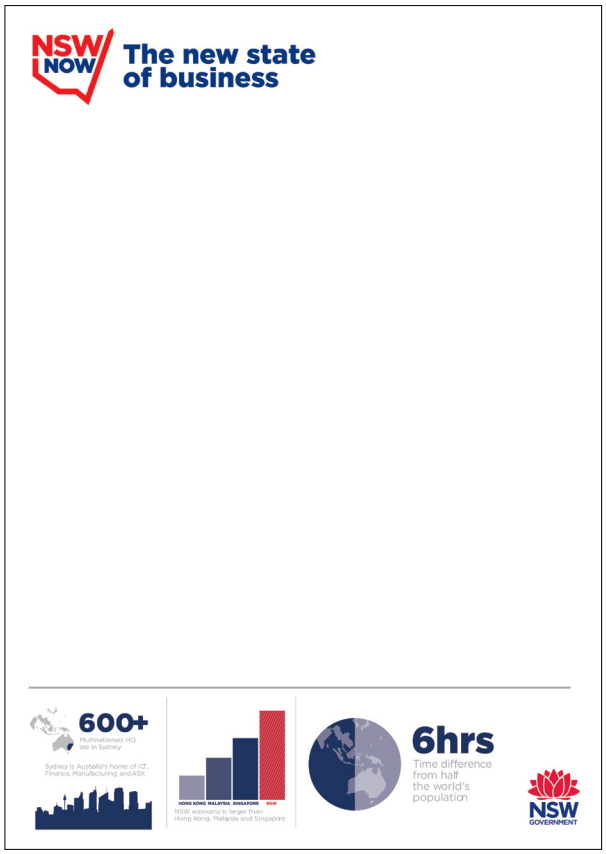
For display advertising up to a half page tabloid newspaper, the logo must be a minimum of 15mm in height. For larger scale and outdoor advertisements, agencies should increase the size of the logo appropriately to ensure that it retains prominence. Wherever other logos appear on an advertisement – for instance, partner or sponsor logos – the NSW NOW logo must be in the most prominent position.

In classified advertising, where the advertisement is in mono, agencies should use the mono version should of the logo at no less than 10mm in height.

Example usage



Media backdrop

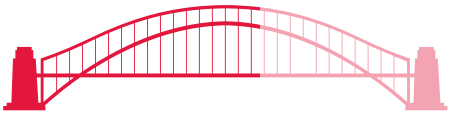


Media release

Large format signage

Infographics

A collection of infographics are available for you to use to promote relevant projects. Each of the infographics represent a specific key element of the NSW NOW story. Electronic versions are also available as required. They may be updated from time to time and users should check to ensure they have the latest version/s (see page 1 for contact details).



55% Of the working age population are tertiary qualified

New rail projects

North West Rail Link

32% Of Sydneysiders speak a second language

NSW economy is larger than Hong Kong, Malaysia and Singapore

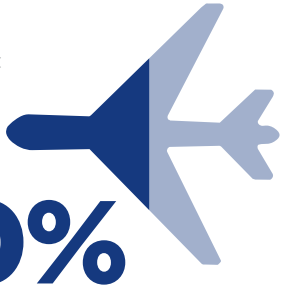
Sydney has cheaper industrial property than Singapore, Hong Kong and Tokyo

600+ Multinationals have their regional HQ in Sydney

WestConnex M4 to Airport

Widening M5

Sydney has Australia's busiest airport



40% Of all Australia's international flights

Examples of projects appropriate for NSW NOW branding

Key initiatives are:

- Trade and investment attraction programs, including websites and NSW Government international offices.
- Transport infrastructure, including the North West Rail Link, Westconnex and Bridges for the Bush program.
- Health infrastructure, including hospital redevelopments.
- Education initiatives and infrastructure, particularly relating to skills and training e.g. TAFE, and international education.
- Arts, culture, sport and recreation initiatives.
- Work identified as part of the Government response to the Industry Action Plans including the Industry Action Plans for International Education and Research and the Visitor Economy.
- Planning reforms
- Changes to private sector industrial relations such as construction industry insolvencies, the Implementation Guidelines to the NSW Code of Practice for Procurement: Building and Construction; and workers compensation.
- Economic announcements including Budget Paper 4.
- Regulatory reform initiatives that target cutting the costs of doing business in NSW and other red tape reduction initiatives.
- Government asset transactions including the sale of ports and electricity generators.
- Significant public-private partnerships, including the Sydney International Convention, Exhibition & Entertainment Precinct redevelopment.

Other initiatives may also be appropriate for the NSW NOW logo such as Government sponsorship of conferences, advertising, and/or branding for international missions.

Maintenance of major capital works will be excluded from NSW NOW logo requirements.

State-owned corporations are encouraged to use the logo wherever appropriate, utilising the same principles outlined above.

The NSW Government Corporate Logo

Gradient colour logo

Two colour logo

Mono logo (black)

Reverse logo (white)

Small logo

This logo is the primary corporate branding emblem for all NSW Government agencies and entities. The logo must have a prominent position on agency corporate communications such as letterheads or licences.

Logo colour choice

- The gradient colour version of the logo is recommended for use in larger format pieces.
- When used at less than 50mm in height, a two colour version of the logo is recommended.
- Colour versions of the logo take precedence over all other versions for agency communications. The colour logo must appear on a white or light background.
- Mono (black) and reverse (white) versions of the logo may only be used where colour reproduction is not available, and should be chosen on the basis of maximum contrast with the background.
- The logo must have a prominent position on agency corporate communications, except where the NSW NOW logo takes precedence. **See page 3.**

Small version

Use this version when the logo is less than 50mm high.
The minimum size for reproduction of the logo is 10mm (28 pixels) high.

It may also be used for printing where limited colours are available.

Colour

The range of colours of the NSW Government corporate logo are identified in this colour palette and backgrounds.

Logo colour chart

The logo appears in red and blue depending on the version.
The two colour version contains blue and the lighter red.
The gradient contains both reds. For colour breakdown in CMYK or RGB, see below.

Colour version of the logo

Blue	RGB	CMYK
	R = 0 G = 38 B = 100	C = 100 M = 85 Y = 5 K = 20

Red	RGB	CMYK
	R = 167 G = 25 B = 48	C = 5 M = 100 Y = 71 K = 22

Single colour (mono) version of the logo

Red	RGB	CMYK
	R = 198 G = 12 B = 48	C = 0 M = 100 Y = 75 K = 4

Mono	RGB	CMYK
	R = 0 G = 0 B = 0	C = 0 M = 0 Y = 0 K = 100

Design colour palette

The design colour palette consists of two mid blues. The complementary colours are provided for design purposes. For colour breakdown in CMYK or RGB, see below.

Complementary colours

Mid blue	RGB	CMYK
	R = 0 G = 161 B = 222	C = 86 M = 8 Y = 8 K = 0

Light blue	RGB	CMYK
	R = 114 G = 199 B = 231	C = 51 M = 0 Y = 1 K = 0

Design elements

Clear space

Clear space must be maintained around the logo which is no less than the height of the “N” in NSW contained in the namestyle of the logo.

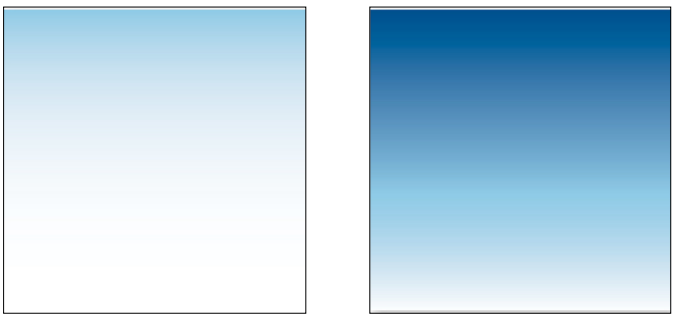
Font

The font used with the NSW Government corporate logo is Gotham. Agencies and business units must use Gotham in their agency logo.

Arial is the preferred font for digital communications.

Backgrounds

Use the gradients below to create a background for agency communications, where appropriate.



Stylised use of the logo

The waratah may be used as a stylised graphic device. Colours should be sourced from the logo colour palette. The minimum that the image may be cropped is shown below. It must not be rotated or reversed.

Watermark

A watermark of the logo is available and should be reproduced to a maximum of 15% on light backgrounds or 75% on dark backgrounds.

Creating agency logos

An agency logo must be presented as a single device with the NSW Government corporate logo on the left and the name of the agency or business unit on the right, divided by a vertical line.

Agency logos must not be rotated, cropped or used as an image holding device.

Part of the business name of an agency, business unit or project may be omitted in the logo for design purposes. This may include “Department”, “Office”, “Ministry”, “NSW” (as it is already a design element of the logo), “State” or “Government” where appropriate.

Agencies should ensure that official communications carry the full agency name and the ABN elsewhere in the publication. The common logo format must include:

- The NSW Government logo at equal or larger height than the name of the entity.
- The baseline of the logo should align with the baseline of the lowest line of type for the name of the entity.
- The width in points of the vertical line which divides the logo and the name of the entity or business unit is 5% of the height of the vertical line. The vertical line has rounded caps.

For colour versions of the logo the vertical line is the dark blue of the logo colour palette, and black for single colour (mono) versions.

The vertical line should align with the logo as shown below and be placed in the centre of the space between the logo and the name of the entity or business unit.

The space between the logo and the name of the agency or business unit is equal to the width of a single waratah petal at the base of the waratah.

Font

Agencies and business units must use Gotham in their agency logo. The font for the name of an agency or business unit is:

Gotham Medium, 26pt

If the name of an agency or business unit contains ‘and’, an ampersand should be used. The font for the ampersand is:

Gotham Light, 26pt

For grouped logos:

Gotham Medium, 26pt

The font for the secondary agency is:

Gotham Light, 19pt

Size

The minimum size for reproduction of the logo is 10mm (28 pixels) in height.

Grouping agency, business unit or projects in a logo

Agencies may wish to develop logos using no more than two names. This does not need to include the super-agency name.

NSW GOVERNMENT | Public Works
Government Architect’s Office

Multi-agency involvement

Agencies are required to use the NSW Government logo for corporate branding.

Agencies must use the NSW Government corporate logo in place of agency logos where there are two or more agencies involved in a publication or advertisement.

For instance, if more than one agency sponsors a project with another state government, only the NSW Government logo should appear with the other state government logo.

Not Acceptable

Acceptable

Using the NSW Government logo with other government jurisdictions, businesses, SOC logos and non-government organisations is acceptable using the following guidelines.

Private Sector, State Owned Corporations and Non-Government Organisations

The logo must be used when interacting with SOC's, businesses and non-government organisations for joint activities. Agency logos should not be used. The logo should be positioned with equal standing to other logos.

Not Acceptable

Acceptable

Recognising the contribution of the NSW Government

Agencies should use the NSW NOW logo when recognising NSW Government contributions to a NSW NOW related activity. See page 3 for details.

For all other activities, agencies can use the logo below to acknowledge government support. The NSW Government corporate logo should take precedence over agency logos.

Supported by the

Advertising

Agencies should use the NSW NOW logo when advertising or promoting NSW NOW related activities. See page 6 for details.

For all other advertising, agencies are required to include the NSW Government corporate logo on all print, outdoor and digital advertising or displays. Wherever possible, the logo should appear in full colour and be integrated into the design and background of the advertisement.

For display advertising up to a half page tabloid newspaper, the logo must be a minimum of 15mm in height. For larger scale and outdoor advertisements, agencies should increase the size of the logo appropriately to ensure that it retains prominence. Wherever other logos appear on an advertisement – for instance, partner or sponsor logos – the NSW Government corporate logo must be in the most prominent position.

In classified advertising, where the advertisement is in mono, agencies should use the mono version should of the logo at no less than 10mm in height.

Who does the NSW Government Corporate Logo apply to?

Agencies, statutory bodies, and other government entities are required to adopt a logo which features the NSW Government corporate logo only, unless exempt. For information about applying for exemptions
see **page 19**.

Government Agencies

The policy applies to all NSW Departments as defined by *Schedule 1, Part 1, Divisions 1 & 2, Public Sector Employment and Management Act 2002*, with the exception of the operational arms of the NSW Police Force, emergency services agencies and NSW Courts and tribunals and lands reserved under the *National Parks and Wildlife Act 1974*.

Statutory Bodies

This policy also applies to all Statutory Bodies as per Schedule 2, Public Finance and *Audit Act 1983* and *Part 2, Public Sector Employment and Management Act 2002*, with the exception of:

- cultural institutions
- parks & venue trusts
- independent regulatory bodies with judicial or quasi-judicial functions
- industry boards
- university boards
- professional registration organisations or
- superannuation and insurance entities.

A list of included Statutory Bodies is on page 20.

Company and Statutory State Owned Corporations

Company and statutory State Owned Corporations should apply the logo and may co-brand with existing logos, in the following circumstances:

- advertising campaigns
- infrastructure and construction works
- building signage
- public education campaigns
- websites.

SOC's are neither required, nor excluded from use of the logo in other circumstances.

Other

Any other entity that is wholly controlled by the NSW Government or subject to ministerial direction with approval of the Secretary, Department of Premier and Cabinet, may use the logo.

Use of the NSW Government logo by a third party (non-government) entity must be authorised by a relevant Government agency prior to its public use.

Exemptions and Omissions

Entities should use the agency logo for all communications unless evidence to support its omission is approved by the Secretary of the Department of Premier & Cabinet. An example of evidence for omission might be market research indicating reduced effectiveness of an advertising campaign targeting young driver safety if the logo were to be used.

Applications for exemption should be made to the Secretary, Department of Premier & Cabinet.

Statutory Bodies covered by NSW Government Corporate Logo Guidelines

Barangaroo Delivery Authority

Cancer Institute

A catchment management authority under the *Catchment Management Authorities Act 2003*

Cobar Water Board

Commission for Children and Young People

A corporation constituted under the *Growth Centres (Development Corporations) Act 1974*

Electricity Assets Ministerial Holding Corporation

Environmental Trust

Fair Trading Administration Corporation (FTAC)

Film and Television Office (Screen NSW)

Forestry Corporation

Government Property NSW

Home Care Service of New South Wales

Independent, Liquor and Gaming Authority

Lifetime Care and Support Authority of NSW

Lord Howe Island Board

Motor Accidents Authority of NSW

Natural Resources Commission

NSW Aboriginal Housing Office

NSW Board of Vocational Education and Training

NSW Dams Safety Committee

NSW Food Authority

NSW Government Telecommunications Authority

NSW Institute of Sport

NSW Land and Housing Corporation

NSW Self Insurance Corporation

NSW Trustee and Guardian

Rental Bond Board

Residual Business Management Corporation

Roads and Maritime Services

Rural Assistance Authority

State Management Council of Livestock Health and Pest Authorities constituted under the *Rural Lands Protection Act 1998*

State Rail Authority Residual Holding Corporation

State Records Authority

State Transit Authority

Sydney Catchment Authority

Sydney Ferries

Sydney Harbour Foreshore Authority

TAFE Commission

Teacher Housing Authority of NSW

Western Sydney Buses

Wild Dog Destruction Board

WorkCover Authority of NSW

Workers' Compensation (Dust Diseases) Board

Statutory Bodies, Courts & Tribunals exempt from the NSW Government Corporate Logo Guidelines

Part A – Courts & Tribunals (all)

- Administrative Decisions Tribunal
- Chief Industrial Magistrate's Court
- Children's Court of NSW
- Children's Court Clinic
- Consumer, Trader and Tenancy Tribunal (CTTT)
- Coroner's Court
- District Court of NSW
- Drug Court
- Dust Diseases Tribunal
- Independent Commission Against Corruption
- Industrial Relations Commission
- Judicial Commission of NSW
- Land and Environment Court
- Local Court of NSW
- Local Government Pecuniary Interest and Disciplinary Tribunal
- Mental Health Review Tribunal
- NSW Caselaw
- NSW Guardianship Tribunal
- NSW Justice Link
- Supreme Court of NSW
- Victims Compensation Tribunal
- Workers Compensation Commission

Part B – Cultural Institutions

- Art Gallery of NSW Trust
- Australian Museum Trust
- Library Council of New South Wales
- NSW Aboriginal Land Council
- Sydney Opera House Trust
- Trustees of the Anzac Memorial Building
- Trustees of the Museum of Applied Arts and Sciences

Part C – Parks & Venue Trusts

- Centennial Park and Moore Park Trust
- Chipping Norton Lake Authority
- Hunter Local Venues Council
- Illawarra Local Venues Council
- Jenolan Caves Reserve Trust
- Luna Park Reserve Trust
- Parramatta Park Trust
- Parramatta Stadium Trust
- Royal Botanic Gardens and Domain Trust
- State Sporting Venues Authority
- Sydney Cricket and Sports Ground Trust
- Sydney Olympic Park Authority
- Taronga Conservation Society Australia (Zoological Parks Board of New South Wales)
- Wentworth Park Sporting Complex Trust
- Western Sydney Parklands Trust
- Lands reserved under the National Parks and Wildlife Act

Part D – Independent Regulatory or Oversight Bodies

- Audit Office of NSW
- Community Relations Commission
- Election Funding Authority of New South Wales
- Environment Protection Authority
- Health Care Complaints Commission
- Independent Pricing and Regulatory Tribunal of NSW
- Independent Transport Safety Regulator
- Information and Privacy Commission
- Office of Transport Safety Investigations
- Professional Standards Council

Statutory Bodies, Courts & Tribunals exempt from the NSW Government Corporate Logo Guidelines, cont.

Part E – Professional Registration Organisation

- Board of Surveying and Spatial Information
- Building Insurers' Guarantee Corporation
- Building Professionals Board
- Legal Profession Admission Board constituted under the *Legal Profession Act 2004*
- Long Service Corporation
- Medical Council of NSW
- NSW Architects Registration Board
- NSW Board of Vocational Education and Training
- NSW Institute of Teachers
- Veterinary Practitioners Board

Part F – Industry Boards

- Agricultural industry services committee constituted by the *Agricultural Industry Services Act 1998*
- Mine Subsidence Board
- Rice Marketing Board constituted under the *Rice Marketing Act 1983*

Part G – University Boards

- Charles Sturt University Council
- Board of Trustees of the University of Western Sydney
- Council of the Southern Cross University
- Council of the University of New England
- Council of the University of New South Wales
- Council of the University of Newcastle
- Council of the University of Technology, Sydney
- Council of the University of Wollongong
- Macquarie University Council
- New South Wales Institute of Psychiatry
- University of Sydney Senate

Part H – Superannuation and Insurance

- Liability Management Ministerial Corporation
- NSW Sporting Injuries Committee
- SAS Trustee Corporation
- Trustees of the Parliamentary Contributory Superannuation Fund

Part I – Other Independent Bodies

- Anti Discrimination Board
- Bureau of Crime, Statistics & Research
- Crown Solicitors Officer (for advices only)
- Internal Audit Bureau
- Legal Aid NSW
- NSW Registry of Births, Deaths and Marriages (for seal only)
- NSW Treasury Corporation
- Public Defenders Office
- Office of the Legal Services Commissioner
- Sheriff of NSW (for uniforms and clothing only)

Definitions

‘Brand’ is the NSW Government brand including logos, symbols, typography, colour and other identification described in this document.

‘Agency’ includes NSW Government agencies, departments, statutory authorities and other entities.

‘Communications’ refers to internal or external communications including stationery, advertising, publications, signage, digital and press.

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